

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism
SPMT 201 (004) - Introduction to Sport Management
3 Credits, Fall 2016
MW 3:00pm-4:15pm Nguyen Engineering Building 1107

Faculty

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Prerequisites/Corequisites

None

University Catalog Course Description

Introduces sport management profession. Primary focus is on sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, nonprofit sport participation, sporting goods, and sport services.

Course Overview

This course provides students with introductory knowledge of skills needed to properly manage programs in recreation and athletics, including intercollegiate and interscholastic athletics, intramural and club programs, and alternative athletic programs such as corporate fitness centers and YMCA's.

Course Delivery Method

This course will be delivered using a lecture and discussion format.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Differentiate between the various functional areas of sport management;
2. Describe the organizational and managerial foundations of sport management;
3. Identify the historical, sociological, cultural, and psychological foundations of sport management;
4. Identify current trends and issues in sport management;
5. Demonstrate an understanding of professional preparation in sport management.
6. Demonstrate an improvement in their overall communications skills during class

Professional Standards (Courses offered in the Sport Management (SPMT) undergraduate program are guided by the principles of the Commission of Sport Management Accreditation (COSMA). COSMA (2010, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2010, June). *Accreditation principles and self study preparation*. Retrieved August 18, 2014 from <http://cosmaweb.org/accredmanuals>

Upon completion of this course, students will have met the following professional standards:
Not Applicable

Required Texts

Esherrick, C., & Baker, R. E. (2013). *Fundamentals of Sport Management*. Champaign, IL: Human Kinetics Publishers.

Wooden, J. & Jamison. (2009). *Coach Wooden's Leadership Game Plan for Success: 12 Lessons for Extraordinary Performance and Personal Excellence*, New York: McGraw-Hill

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

The instructor is solely responsible for assigning grades. As such, the instructor reserves the right to assess student performance in each of the categories identified in the EVALUATION section of this syllabus. Student non-compliance with stated academic and honor expectations will result in a ‘0’ for the associated evaluation.

Quizzes will be completed at the beginning of class. No late work is accepted in this course; hence if a student has an unexcused absence for class he/she will miss the opportunity to complete the quiz. If a student arrives late while the quiz is being completed, he/she will be allowed to complete the quiz, but will not receive extended time. Only those excused absences supported by documentation will be addressed at the instructor’s discretion on an individual basis (e.g. a physician’s note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged **PRIOR** to the missed class period.

Students have three days after a graded assignment or exam has been returned to contact the professor to contest the grade. After three days, only the content of the graded assignment or exam can be discussed. If students have an unexcused absence on the day that an assignment or exam is returned, they should contact the professor ASAP to receive the assignment, as the three day contact period starts when the assignment was returned in class. For excused absences, the three day contact period starts when the student receives the assignment.

- **Assignments and Examinations**

Reading and Lecture Quizzes:

Students are expected to complete the assigned readings prior to class. To assess understanding of the information, students will complete quizzes, consisting of short answer, multiple choice, true/false, or fill in the blank questions. 10%

Examination 1:

Multiple choice, true/false, short answer, essay and fill in the blank – All material covered up to the day of the exam will be included. 25%

Examination 2:

Multiple choice, true/false, matching, short answer, essay, fill in the blank – Select material from first half of class and all materials covered between exam 1 and the last class day will be included. 30%

Career Game Plan:

The purpose of this assignment is to help students identify their career goals and develop an action plan for realizing their career goals. Students will be required to submit a post-graduation, 5 year, and 10 year career action plan, develop an interview protocol and conduct a 15-30 minute interview with an individual working in the sport industry, and develop and present an elevator pitch. Students will give an oral presentation of approximately 5-10 minutes describing (a) their career goals, (b) who they interviewed and what they learned from the interview, and (c) a 30 second elevator pitch. 20%

Leadership Game Plan

Students will read Coach Wooden's Leadership Game Plan for Success and answer chapter questions that will assist them in developing their leadership philosophy. 15%

- **Other Requirements**

Regular class attendance is expected. It enhances your academic success to be in every scheduled session. Attendance will not be taken, but the failure to show up to class can result in you missing valuable information and assignments.

Class participation is extremely important, but obviously, it is quality, not quantity that counts. We can all learn from each other. It is expected that when you have some special knowledge or relevant experience you will contribute it to the learning of the other members of the class. Useful contributions, as you know, come in many forms. Sometimes a question or a brief comment can be as or more useful to the learning of the class as a long presentation.

When communicating to the class, short messages will be sent to students via Remind, an app that facilitates mass communication. Students can receive messages via their cell phone by texting @spmt to 81010 (If you're having trouble with 81010, try texting @spmt to (202) 517-2038), or via go to <http://rmd.at/spmt> on a desktop computer to sign up for email notifications.

- **Course Performance Evaluation Weighting**

This course will be graded on a percentage system, with scores adding up to 100 percent.

- **Grading Policies**

A	= 94 – 100	B+	= 88 – 89	C+	= 78 – 79	D	= 60 – 69
A-	= 90 – 93	B	= 84 – 87	C	= 74 – 77	F	= 0 – 59
		B-	= 80 – 83	C-	= 70 – 73		

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Always come to class with a positive attitude and try to have fun as you learn about yourself, others, and the topic at hand! Much of the value of the course will be generated from in-class discussion. As such, you are asked to prepare for discussion by reading assigned items (prior to class) and actively participate in the conversation.

I expect you to uphold the highest ethical standards and academic integrity. This includes refraining from cheating, fabrication, and plagiarism.

Cell phone usage, working on assignments for other courses, reading newspapers or books, playing computer games, and sleeping will not be tolerated. If you participate in such behaviors, you will be asked to stop the behavior and/or asked to leave the class.

Email is an official means of communication. As such, you are expected to follow simple guidelines of professionalism. You should: (a) use a subject line that is relevant to your message; (b) clearly state your question or concern; (c) use standard English and complete sentences, as opposed to using abbreviations and texting-style communications; (d) include a signature block containing your name, phone number, and email address; and (e) proofread your email prior to sending it.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).

- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (see <http://writingcenter.gmu.edu/>).
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance (see <http://caps.gmu.edu/>).
- The George Mason University Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

Class Schedule

DATE		TOPIC	READINGS/ASSIGNMENTS DUE
August	29	Introduction to class and the sports industry	<i>Syllabus</i>
	31	What is Sport Management? Developing a Career in Sport Management	<i>Chapter 1 and 2</i>
September	5	Sport Management Principles and Functions	<i>Chapter 3</i>
	7	Sport Management Principles and Functions	<i>Leadership Game Plan responses to Part 1 due</i>
	12	High School and Youth Sports	
	14	Collegiate Sport	
	19	Collegiate Sport	
	21	Collegiate Sport Film: Schooled The Price of College Sports	<i>Leadership Game Plan responses to Part 2 due</i>
	26	Professional Sport	
	28	International Sport	
October	3	The Sporting Goods and Licensed Product Industry	
	5	Golf and Club Management	<i>Leadership Game Plan responses to Part 3 due</i>
	10	Columbus Day recess	
	11	Sport Agency Film: The Dotted Line	
	12	Exam 1	

DATE		TOPIC	READINGS/ASSIGNMENTS DUE
	17	Leadership in Sport Organizations	<i>Chapter 4</i>
	19	Leadership in Sport Organizations	<i>Leadership Game Plan responses to Part 5 due</i>
	24	Sport Venues, Event Management and Building Operations	<i>Chapter 6</i>
	26	Sport Law	<i>Chapter 7</i>
	31	Sport Law	<i>Career action plan outline and name of professional you will interview due</i>
November	2	Sport Marketing	<i>Chapter 8</i>
	7	Sport Marketing	
	9	Sports Sales	
	14	Sport Media/Sport Communication	<i>Chapter 9</i>
	16	Sport Economics	<i>Chapter 10</i>
	21	Sport Finance	<i>Chapter 11</i>
	23	Thanksgiving Break	
	28	Sport Ethics	<i>Chapter 12</i>
	30	Career Game Plan Oral Presentations	
December	5	Career Game Plan Oral Presentations	
	7	Catch-up day	
	19	Exam 2 4:30 - 7:15	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.